

*The preservice teacher
knows the discipline...*

Marketing Education
(Grades 9 - 12)

Introduction

The following competencies are intended to clarify Standard 1.1, “. . . knows the discipline,” in the N-STEP process. The competencies are firmly rooted in the profession’s best knowledge and practices. The competencies are broadly stated with the intent that teacher preparation institutions will determine the breadth and depth of material for meeting the competencies. The statements represent the minimum expected of beginning teachers in order to be licensed to teach.

The beginning (preservice) marketing teacher will demonstrate a knowledge of and/or competency in the following areas of study:

1. Marketing and Marketing Education	<ol style="list-style-type: none"> 1. History, philosophy, mission, and premises of marketing education; 2. Foundations and functions of marketing in the current <i>Missouri Marketing Education Competency List</i>; (CR 2a, b, 4; CA 1-7, FA 4, HP 5-7, M 1-4, S 8, SS 3-7; G 1.1-1.8, 1.10, 2.1-2.3, 2.6-2.7, 3.1-3.8, 4.1-4.8) 3. Current issues, trends, and legislation impacting the field of marketing education; (G 1.10) 4. Implementation and management of the co-curricular marketing vocational student organization component; and (G 4.6) 5. Implementation and management of marketing internships/cooperative employment component. (CR 3.1, 4; G 2.6, 4.8)
2. Vocational Program	<ol style="list-style-type: none"> 1. Design, organize, and manage vocational programs; 2. Vocational philosophy; 3. Vocational advisory committees; 4. Program evaluation and follow-up assessments; 5. Collect, interpret, and utilize community needs assessment information; 6. Legislation affecting vocational education; 7. Budget development and management; 8. Business, industry, and community agency partnerships; 9. Public relations; and 10. Regulatory and statutory requirements.

The Marketing Education competencies have been developed to correlate with the following documents:

- Missouri's Show-Me Standards abbreviated as:
FA 1,4 = Fine Arts section, statements 1 and 4
G 1.4 = Goal 1, statement 4
- Missouri's minimum requirements for Marketing Education certification, effective September 1, 1995 abbreviated as:
CR 1-3 = Certification Requirement, items 1 through 3

The beginning (preservice) marketing teacher will demonstrate a knowledge of and/or competency in the following areas of study:

3. Careers	<ol style="list-style-type: none">1. Workplace readiness skills;2. Employability skills;3. Employment and entrepreneurship opportunities; and4. Career planning.
4. Development and Implementation of Vocational Curriculum	<ol style="list-style-type: none">1. Write and evaluate vocational student performance objectives in the cognitive, psychomotor and affective domains;2. Design, implement, and supervise experiential learning opportunities;3. Integrated applications/contextual learning;4. Problems-based learning;5. Interdisciplinary team teaching;6. Adult learners; and7. Vocational instructional management systems.
5. Vocational Student Organizations	<ol style="list-style-type: none">1. Philosophy and goals;2. Leadership development; and3. Program of activities.